Sonic-discovery outreach. June 2026.

Brice Salek Artist / Producer Profile

Inside the Catalog Engine: How Brice Salek Built a Multi-Identity Production House in Los Angeles

From 30-second ringtones to country, ambient, and solo piano, the Ringtone Records founder runs one of the more quietly prolific indie catalogs in sync.

LOS ANGELES, CA — June 2, 2026

Brice Salek doesn't fit the standard artist-tour-artist cycle. He runs a production house that happens to release music.

Out of a Venice Beach base, the Los Angeles-based producer, songwriter, and label owner has spent the last decade-plus quietly building one of the more genre-spanning indie catalogs in the independent sector; operating under his own name and through a roster of distinct artist identities that read like a phonebook of sync-ready use cases.

There's Brice Salek the alt-pop and country songwriter, anchored by the 2026 LP Love Slower (tagged contemporary singer songwriter on its distributor page) and the February 2026 album Sexy Shop, with tracks like Oh Barbie, Pump My Baby Up, Taco Sandwich, and Nipples on the Back carrying the playful, hooky sensibility the catalog has been refining for years. There's My Piano, the solo-piano outlet that produced Italian Piano Bar: Solo Piano Works in January 2026 and Piano King Sonatas in 2025. There's Zen Meditations from a Sleeping Buddha for the meditation and ambient lanes, with catalog cuts like One Minute Meditation and Meditate Your Spirit. There's Animal Crossing Island for the whimsical-indie side (Fairy Land Weirdo in 2020, Spiritual Dickity and Other Such Problems in 2023, and the 2026 single You Don't Wanna Stay). There's Sound of Space and the Sci Fi Anime imprint for the sci-fi ambience lane. RRAI handles the reggae end. Lip Smack covers the lighter pop. And underneath it all, Ringtone Records — recently re-issuing as Ringtone Records 26 — keeps the lights on across 10 years of continuous output, distributed through Symphonic.

The through-line isn't a genre. It's a release cadence.

"Everything I make has to do a job somewhere," Salek says. "The songs are the point — but the library is the project."

That framing shows up in the catalog itself. The label's earliest albums; Ringtones Songs (2012), Ringtone Songs Love and Chords (2012), and the Spanish-language counterpart Poemas De Amor Tonos De Llamada (2012); were built from 30-second message-alert tracks. Two minutes total runtime across 17 songs. Those ringtone albums have aged into one of the more accidentally prescient catalogs of the short-form era, perfectly suited for TikTok, notification sound design, and ad stingers, even though they predate all three by half a decade.

From there, the catalog sprawled. The Sci Fi Ambience album (2019) established the cinematic-soundtrack lane, extended by the Astral Vision (Sci Fi 23) EP in 2024. Meditation Minute and Liquid Moons (both 2023) covered the wellness and ambient use cases alongside the Mantras of Self (Instrumental) EP. Stoner Campfire (2025) — released with an explicit tag — leans into stoner-comedy novelty alongside a string of seasonal and quirky singles (Pumpkin Butt, I See Pumpkin Butts, Santa on Vacation, Cheech and Chong).

What's notable is the through-line of production discipline. Tracks consistently land in a tight two-to-four-minute window. Genres are clearly marked. Metadata is consistent. Distribution goes through a major indie channel. The catalog is structured less like a single artist's discography and more like a working library; the kind of resource a music supervisor wants when they need "country ballad, mid-tempo" or "ambient meditation, 90 seconds" without having to email three labels.

And Salek wears multiple hats. On the Erl Day project, he is credited as producer and songwriter while Erl Day fronts the vocals, as on the May 2026 country release Sinisterling Swan. On Italian Piano Bar, he features on a track while the My Piano identity drives the project. That cross-pollination is a feature, not a bug; it lets a single creative engine service multiple genre lanes without diluting any of them.

"It's a lot of projects at once, but each one has to feel like its own thing," Salek says. "If you blur the lanes, the catalog stops working."

It's a working philosophy that has produced an output most indie

operations of similar size would struggle to match: a self-described catalog of several thousand original tracks continuously refreshed with new material, distributed through a major platform, branded consistently, and aimed squarely at the world of sync, brand, and content use.

For sync supervisors, brand agencies, and playlist curators, the catalog is less an artist page and more a search tool; and it's getting bigger.

Quote

"Everything I make has to do a job somewhere. The songs are the point — but the library is the project."; Brice Salek, Ringtone Records 26

About Ringtone Records 26

Ringtone Records 26 is an independent audio and music label founded by Brice Salek and based in Venice Beach, Los Angeles. Operating since 2010 under the Ringtone Records banner, the label maintains a multi-artist catalog of original music spanning country, indie pop, solo piano, ambient, meditation, sci-fi, reggae, seasonal, and short-form stinger content, distributed worldwide through Symphonic.

SEO keywords

Brice Salek, Ringtone Records 26, indie producer Los Angeles, multi-artist catalog, sync producer, Venice Beach label, Brice Salek discography, Ringtone Records catalog, indie songwriter, Erl Day producer

What Lives Inside the Ringtone Records 26 Catalog — And Why It Matters for Sync

Country, solo piano, reggae, sci-fi ambience, stoner comedy, and 30-second stingers: a working library built for the short-form era.

LOS ANGELES, CA — June 2, 2026

There is no single sound of Ringtone Records 26. That is the point.

The Venice Beach, Los Angeles-based independent label, founded by Brice Salek and operating since 2010, has built its catalog the way a working library is supposed to be built: many doors, each one with a clear sign above it. Country lives in one room. Solo piano in another. Meditation and ambient in a third. Sci-fi ambience and sound design in a fourth. Stoner-leaning comedy and novelty in a fifth. And underneath it all, a back-catalogue of 30-second notification tracks that turn out to be the most prescient thing the label ever released.

For a music supervisor hunting for a needle in a haystack, that kind of variety in a single indie catalog is rare.

The 2026 releases already map an unusually wide terrain. Love Slower, the Brice Salek LP that dropped in May 2026, is tagged Contemporary Singer Songwriter on its distributor page and includes the singles Stay Here With Me, I Fell Into the Ocean, and I Feel So Brand New. Sexy Shop (February 2026) leans into quirky indie-pop. Italian Piano Bar: Solo Piano Works (January 2026), released under the My Piano imprint with Brice Salek featured on a track, anchors the solo-piano lane with pieces like Italian Bench Sonata, Peaceful Reflections, and Starlight Is an Island.

The 2025 slate continued the pattern. Piano King Sonatas and the Piano at the Frog Pond extended-play delivered the classical-adjacent, performance-friendly material that scores documentary, retail, and hospitality environments. Stoner Campfire (tagged explicit) brought ten short, stoner-comedy tracks; Safety Meeting, Do You Wanna Get High, Weed Wizard, The Banana Song, The Sticky Bam Bam; into a lane that handles comedy reels, prank content, and beer-and-bong-adjacent brand campaigns with surprising utility.

The 2023 releases established the wellness and ambient side. Meditation Minute and Liquid Moons, alongside the Mantras of Self (Instrumental)

EP, cover the yoga-studio, app-store, and therapeutic-content use cases. Wind Chimes of Ethereal Winds extends that lane. Astral Vision (Sci Fi 23) (2024) leans cinematic, the kind of cue that lives under drone footage, sci-fi short films, or a game loading screen.

And then there is the ringtone origin story. The Ringtones Songs, Ringtone Songs Love and Chords, and Poemas De Amor Tonos De Llamada albums; all 2012, all under 30-second tracks, all designed to function as message alerts; have aged into one of the more useful short-form catalogs a sync supervisor can license today. TikTok hooks. YouTube chapter stingers. App onboarding sound. Phone-notification audio for product launches. There is a 30-second country song, a 30-second reggae riff, a 30-second "I Want a Puppy Dog" jingle, a 30-second Legalize Marijuana anthem. Every common campaign need has something in the vault.

The seasonal and quirky singles layer on more utility. Christmas Spirit Is the Best Gift, Santa on Vacation, Good Morning on Christmas (Solo Piano B Major), Forest Fox Hunt (Solo Piano E#), Slow Zap (Solo Piano), Wall Plates (Solo Piano in A Major), Pumpkin Butt, I See Pumpkin Butts, Cheech and Chong — these are exactly the kinds of tracks that win a brief when the brief calls for something off-center and on-tone.

Beyond Brice Salek's own output, the catalog is cross-fed by his producer work with other identities. Erl Day's Sinisterling Swan (May 2026) sits in the country lane, with credits for Salek as producer and songwriter across the project. Animal Crossing Island's Fairy Land Weirdo (2020), Spiritual Dickity and Other Such Problems (2023), and the 2026 singles You Don't Wanna Stay and Crab Cakes all sit in the whimsical-indie-adjacent family. RRAI handles the reggae. Zen Meditations from a Sleeping Buddha, Sound of Space, Sci Fi Anime, and the Tom Cat Run collaborations round out the long tail.

"You need a lot of doors," Salek says. "The supervisor isn't searching for an artist. They're searching for a sound, a tempo, a mood. My catalog has to be the answer to that search. I keep my profile lowkey on purpose."

For commercials, social media, YouTube, trailers, background music, games, apps, podcasts, retail environments, and niche campaigns, that answer is now sitting in a single indie library.

Quote

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SEO keywords

Ringtone Records 26 catalog, sync licensing library, indie music catalog, production music, sync opportunities, music supervisor, country sync, ambient music library, short-form music licensing, indie label sync, music catalog for ads

Ringtone Records 26 Pivots Toward Sync, Licensing, and Brand Partnerships

The Venice Beach indie label formalizes a sync-first push across its multi-artist catalog, distributed through Symphonic.

LOS ANGELES, CA — June 2, 2026

Ringtone Records 26 is leaning into what it has been quietly building for the last decade.

The Venice Beach, Los Angeles-based independent label, founded by Brice Salek and operating since 2010 under the Ringtone Records banner, is formalizing a sync-first push across its multi-artist catalog — opening its roster to music supervisors, brand agencies, and catalog partners for commercials, social media, games, apps, podcasts, retail environments, and short-form content.

The announcement is less a strategic pivot than a public statement of what the catalog has been designed to do all along.

Ringtone Records 26 maintains a working library of what the label describes as several thousand original tracks, distributed worldwide through Symphonic. The catalog is structured around distinct artist identities, each one a focused lane: Brice Salek (alt-pop and singer-songwriter, including the May 2026 LP Love Slower), My Piano (solo piano, including the January 2026 release Italian Piano Bar: Solo Piano Works), Zen Meditations from a Sleeping Buddha (meditation and ambient, with tracks like One Minute Meditation and Meditate Your Spirit), Animal Crossing Island (alt. indie rock, including the 2026 single You Don't Wanna Stay), Erl Day (country, with the May 2026 release Sinisterling Swan, produced and written by Salek), RRAI (instrumentals), Sound of Space (sci-fi ambience), Tom Cat Run (reggae), We So High (industrial rock) Christmas Santa (holiday), Vampire halloween (holiday) and Lip Smack (pop).

The output velocity is unusually high for a label of its size. In 2026 alone, Ringtone Records 26 has released Love Slower, Sexy Shop, Italian Piano Bar: Solo Piano Works, the Do You Need Love (Don't Go Version) single, the Erl Day album Sinisterling Swan, the Animal Crossing Island single You Don't Wanna Stay, and the Animal Crossing Island single Crab Cakes. The 2025 slate included Piano King Sonatas, Piano at the Frog Pond, Stoner

Campfire, the Safety Meeting single, and the I See Pumpkin Butts single. 2023 produced Meditation Minute, Liquid Moons, Spiritual Dickity and Other Such Problems, Slow Zap (Solo Piano), Wall Plates (Solo Piano in A Major), Forest Fox Hunt (Solo Piano E#), Good Morning on Christmas (Solo Piano B Major), Christmas Spirit Is the Best Gift, and the Wind Chimes of Ethereal Winds EP.

For sync supervisors, the appeal is structural as much as it is artistic. Each lane is clearly branded, metadata is consistent, and the tracks are produced in the tight two-to-four-minute window most cue sheets prefer. The label's 2012 ringtone albums — Ringtones Songs, Ringtone Songs Love and Chords, and the Spanish-language Poemas De Amor Tonos De Llamada — remain in active circulation as 30-second stinger material, an early indicator of the catalog's short-form DNA. A track like Super Mario Ringtone or Kill Recorded Telemarketers Ringtone, written as a 30-second message alert in 2012, is functionally a finished TikTok cue today.

The sync push will focus on three lanes: traditional sync placements (commercials, film, TV, trailers), digital and social media (TikTok, YouTube creators, branded content), and platform and product use (game audio, app onboarding, podcast beds, retail and hospitality environments). The label is also opening its back catalog to brand partnerships, including co-branded seasonal campaigns, custom edits, and bespoke reworks built on existing catalog stems.

"We're not pitching a single artist. We're pitching a search index," Salek says. "When a supervisor needs a country ballad, a piano cue, a meditation bed, a 30-second stinger, a reggae hook, a stoner-comedy jingle, a Christmas bumper, or an ambient drone — they're all in the same library."

For playlist curators and music journalists, the push is also a discoverability play. Many of the catalog's tracks have lived in niche distribution lanes (JioSaavn, Qobuz, Audiomack, Apple Music Classical, Amazon Music) without coordinated editorial outreach. The sync-first framing gives curators a way to think about the catalog; as a working library first, a listening project second.

"Catalog is a long game," Salek says. "The release is the album and the song. The placement is the harvest. We just want to make sure the right people can find the right track at the right moment."

For sync supervisors, brand agencies, playlist curators, and catalog

partners, the door is now open.

Quote

“We’re not pitching a single artist. We’re pitching a search index. When a supervisor needs a country ballad, a piano cue, a meditation bed, a 30-second stinger, a reggae hook, a stoner-comedy jingle, a Christmas bumper, or an ambient drone — they’re all in the same library.” — Brice Salek, Ringtone Records 26

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SEO keywords

Ringtone Records 26 sync, sync licensing opportunities, indie label sync push, music licensing catalog, sync supervisor resources, production music library, brand partnership music, indie music catalog discovery, sync pitch library, Venice Beach label sync